

BROADWAY, COR. LOCUST.

MERMOD & JACCARD
JEWELRY CO.

THE STORY OF THIS PAGE IS TO TELL YOU

BROADWAY, COR. LOCUST.

MERMOD & JACCARD
JEWELRY CO.**MAIL ORDERS**

Given prompt attention. Write for our illustrated catalog. Mailed FREE upon request. It contains several thousand illustrations marked with net cash prices, and is a great help in making selections for HOME USE, WEDDING and CHRISTMAS GIFTS.

ILLUSTRATED CATALOG

MAILED FREE upon request. It contains several thousand illustrations marked with net cash prices, and is a great help in making selections for HOME USE, WEDDINGS and CHRISTMAS GIFTS. Mail Orders given prompt attention.

Of the work that we have done this Spring, Summer and Fall season to provide for your needs in the furnishing of your home, your table, the anniversary gifts for your loved ones, the wedding gifts for your friends and Christmas gifts for the coming holiday season.

To this end we have searched the Art and Jewel centers of Europe, the most celebrated of the home Jewelry, Silver and Plate manufacturers, and the world-renowned glass cutters of America (Libby, Hawkes, Doerflinger and Eggington), as well as the factories that produce the choicest of Leather Goods, Silk Umbrellas, Clocks, Lamps and China,

We now offer for your selection the most perfect collection of goods ever gathered together in any establishment in America, and we have constantly borne in mind the guiding principle of the house, i. e., "The Lowest-Priced House in America for Fine Goods," so that we shall continue to merit your patronage which has been so generously bestowed upon us in the past.

We ask you, for your own interest, as well as ours, to come and see what beautiful wares we have provided and our low prices for them.

Our Jewelry Cases

Are Fairly Gleaming With the Latest Fashions in Jewelry.

The latest fad of the hour is the "Alice Neilsen" Serpent Bracelet. It is made in Sterling Silver only. We have others finished in white, rose gold and 18k. green gold. Prices,

\$1.00 up to \$7.00

Among the new goods just received is an exquisite collection of Gold Lace Pins in beautiful designs, set with Pearls, Turquoise, Matrix and Baroque Pearls. Prices,

\$3 to \$25 and set with diamonds up to \$500

Our Jewelry Factory.

On the Premises and Under Our Personal Supervision.

We employ a large corps of expert manufacturing jewelers, goldsmiths and diamond setters, and make a specialty of the manufacturing to order of gold and silver jewelry, as may be desired. For the designing and making of college class pins and rings, medals, trophies and badges for societies, schools, colleges, presentations, athletic contests, etc., the designers and gold and silver smiths in our factory are particularly happy in their productions, and we make them at very low prices, orders coming to us for them from all parts of the United States. The advantage of our own personal supervision assures careful and prompt results.

Our Watch Repairing Department

Is one of the most important in our establishment, and receives the most careful attention of the head of the company.

We employ none but the most competent and skillful watchmakers. When your watch requires cleaning, oiling or repairing, you would do well to intrust it to our care. A watch is a most delicate and complicated piece of machinery, and is often ruined by placing it in the hands of incompetent workmen. Do not wait until your watch stops, or fails to keep time, before having it cleaned and oiled. A watch, to give the best service, should be cleaned and oiled at least once every 18 months. Our charges are always reasonable and our work is guaranteed.

Send your watch to us if you wish to obtain the best results from it.

Rich Cut Glass

For Your Table and for Wedding Gifts.

We are sole agents for the celebrated Libby Cut Glass, and our stock this season is marvelously beautiful and comprises every desirable article. The following low prices and an inspection of the exquisite wares will convince you that Mermod & Jaccard's is the place to buy.

Celery Trays.....	\$6.00 to \$28.00
Fruit Bowls.....	\$6.00 to \$38.00
Bon-Bon Dishes.....	\$2.00 to \$10.00
Water Pitchers.....	\$6.00 to \$33.00
Water Bottles.....	\$3.00 to \$14.50
Sugar and Cream Set (celery).....	\$6.00 to \$19.00
Claret Lemonade Juice.....	\$18.00 to \$30.00
Flower Centers.....	\$24.00 to \$75.00

Full lines of Wine and Water

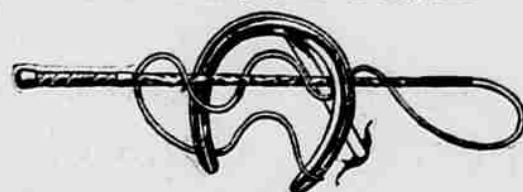


Vases.....	\$3.00 to \$45.00
Tumblers (dozen).....	\$3.85 to \$42.00
Olive Dishes.....	\$2.00 to \$14.50
Punch Bowls (without foot).....	\$35.00 to \$65.00
Punch Bowls (with foot).....	\$40.00 to \$175.00
Punch Cups (dozen).....	\$5.00 to \$40.00
Loving Cups.....	\$9.00 to \$22.00
Violet Holders.....	\$1.85 to \$3.00

Glasses of exquisite cuttings.

Jewels for the Horse Show.

Gems in Jewelry \$3.00 to \$10,000.



Exquisitely beautiful novelties in solid gold, set with diamonds, pearls and rubies. Horse show trophies and scarf pins and other "jockey" designs. Among the rich collection of novelties will be found the following particularly choice pieces at the very low prices quoted:

Horsehoe Scarf Pins, set with 11 diamonds..... \$25.00

Horsehoe Scarf Pins, set with 9 diamonds..... \$20.00

Horsehoe Scarf Pins, set with 11 pearls..... \$22.00

Horsehoe Scarf Pins, set with 20 pearls..... \$24.00

Horsehoe Scarf Pins, set with 20 pearls..... \$24.00

Solid Gold Horsehoe and Whip..... \$4.00

Solid Gold Horsehoe Nail..... \$3.00

We have just received a new collection of RIDING CROPS in all the newest novelties in handles. Prices from \$2 to \$15.

Diamonds.

One of the Greatest Stocks in America, at the Lowest Prices.

Just receiving and now opening our new importations. Have you seen our beautiful Diamond exhibit? Our new importations comprise a vast and matchless collection of Diamonds, Rubies, Sapphires, Pearls and Emeralds, which we will mount to your order in Brooches, Pendants, Necklaces, Bracelets, Finger Rings, etc., of the newest and quaintest designs.

DIAMOND	DIAMOND
Rings..... \$10 to \$2,500	Locketts..... \$5 to \$300
Brooches..... \$15 to \$2,500	Sleeve Links..... \$5 to \$300
Ear Rings..... \$20 to \$2,500	Scarf Pins..... \$5 to \$300
Studs..... \$7 to \$1,000	Bracelets..... \$25 to \$800

Fine Gold and Diamond Jewelry.

Baby Pins..... \$1.00 to \$5	Collar Buttons..... \$1.00 to \$20
Buttons..... \$2.50 to \$10	Hat Pins..... \$2.50 to \$100
Brooches..... \$3.00 to \$15	Scarf Pins..... \$5 to \$100
Bracelets..... \$5.00 to \$50	Hair Pins..... \$1.50 to \$150
Cuff Buttons..... \$1.75 to \$150	Children's Rings..... \$1.00 to \$10
Jeweled Combs, per pair..... \$27.00 to \$120	Lorgnettes..... \$5.00 to \$15

\$1.00 to \$2,500.

Watches.

The Celebrated Patek-Philippe, Jurgensen and Mermod-Jaccard Makes.

Also the Famous American Makes of Waltham, Elgin and Hamilton Watch Co.'s in all the sizes and styles. We carry also Chronographs, Split Seconds and Minute Repeaters, a splendid line of which we offer at the lowest prices possible for their fine qualities.

We Fully Guarantee Every Watch That We Sell.

Gentlemen's Silver Watches.....	\$10.00 to \$ 25.00
Gentlemen's Solid Gold Watches.....	30.00 to 400.00
Ladies' Silver Watches.....	6.00 to 25.00
Ladies' Solid Gold Watches.....	18.00 to 300.00
Ladies' Chatelaine Watches.....	8.00 to 1,000.00
Boys' Watches.....	6.00 to 10.00

Society Stationery.

Engraved on Our Own Premises by the Most Skillful Designers and Engravers.

Our engraving and our qualities and styles of paper and cards are the most elegant in America, and so highly appreciated is our work that orders for Wedding Invitations, Reception Cards, Calling Cards, Guest Cards, Menus, Monograms, Writing Papers, etc., are being filled for all parts of the United States.

Only \$1.00

For 100 finest Calling Cards from your plate.

Only \$1.50

For 100 finest Calling Cards and finest engraved copper plate (script).

PRETTY Initial Seals as low as 25c each and up to \$5.00 for those with Sterling Silver Handles.

A Neat Monogram

on your stationery gives individuality to correspondence.

NO CHARGE for one or two letter monogram, except for stamping, which ranges from 10c upwards per quire of 24 sheets. For excellency of finish and texture, our writing papers are absolutely the finest.



SAMPLES and Prices Mailed Free on Request.

Our Optical Department

Is a Phenomenal Success.

Because of the skill of the opticians and the universal satisfaction obtained completely equipped examination of the eyes, have them fitted by our expert optician. He eyes Free of Charge, proper adjustment, if

by the wearers. Wear for the scientific examination. When you buy glasses by Dr. Bond, our expert will examine your eyes and will guarantee a glasses are needed.

Steel Frame Glasses, \$1.00 and up.

Gold Frame Glasses, \$5.00 and up.

Our new importations of Fine Opera Glasses are now arriving and are being placed on sale. Prices range from \$3.00 to \$40.00. If interested, you should call and see them.



PARCELAIN ROYAL 8 DAY CLOCK. 8-day, American movement. strikes hour and half hours on Cathedral Gong, special price, \$8.50.

Wedding Presents

Our new stock of Sterling Silverware will both surprise and please you, and is one of the largest and most complete in America. A notable display, offering the widest range of choice goods at the most favorable prices consistent with our standard of quality. Our display embraces every article of the table service for which silver is used.

Solid Silver Water Pitchers.....	\$28.00 to \$200.00
Solid Silver Salad Bowls.....	\$25.00 to \$100.00
Solid Silver Vegetable Dishes.....	\$30.00 to \$100.00
Solid Silver Tea Sets.....	\$100.00 to \$1,000.00
Solid Silver Bon-Bon Spoons.....	\$4.75 to \$8.50
Solid Silver Sugar Tongs.....	\$1.75 to \$8.00
Solid Silver Jelly Spoons.....	\$3.00 to \$8.00
Solid Silver Bon-Bon Dishes.....	\$3.50 to \$25.00
Solid Silver Tea Spoons (set of 6), great values—	\$3.50, \$4.00, \$4.50, \$5.00, \$6.00 and up to \$11.00 per set
Solid Silver Table Forks (set of 6).....	\$12.50 to \$24.00
Solid Silver Handle Table Knives (per dozen).....	\$28.00 to \$40.00

Umbrellas and Canes.

A Splendid Collection in All the Newest Novelties.

You can buy Umbrellas and Canes from us at the same prices you would pay for inferior qualities and styles elsewhere. All our Silk Umbrellas have the Paragon Frame, the best made.

Fine All-Silk Taffeta Umbrellas, natural wood handles, at \$1.95, \$2, \$3 and \$5—others up to..... \$40.00

SPECIAL—All-Silk Taffeta Ladies' Umbrellas, with pearl handles, gold mounted—only..... \$4.00

Ask to see them.

RIDING CROPS—In all the newest novelties in handles—

from..... \$2.00 to \$15.00

Leather Goods

For Both Ladies and Gentlemen.

A combination of Beauty, Utility and Low Price. We have the most complete line of leather goods ever shown in Sea Lion, Walrus, Alligator, Seal, Pig, Monkey and Elephant Skin. Our stock is so large and so varied as to enable us to surely suit you. We have something entirely new in solid silver trimmed purses set with genuine pearls. Also an elegant assortment of Lizard Skin goods, very fashionable this season.

Ladies' Wrist Bags, like cut, made of One leather, in black, gray, light and dark tan, with neat chain, each.....	\$1.00
Other styles up to.....	\$20.00
Newest ideas in stylish Beaded Chatelaine Bags, with German Silver frame.....	\$2.75
Other styles of Beaded Bags, upward to.....	\$13.00
Newest styles of Leather Bags—	From \$1.00 to \$42.00
Portfolios, choicest patterns.....	\$3.00 to \$15.00
Writing Cases.....	From \$4.00 to \$ 8.00
Gentlemen's Cigar Cases.....	From \$1.00 to \$12.00
Bill Books.....	From 75c to \$10.00
Pocketbooks.....	From 75c to \$42.00
Traveling Toilet Sets.....	From \$6.00 to \$16.00
Complete line of Jewel Boxes, leather lined.....	\$3.00 to \$ 8.00

Complete line of Jewel Boxes, leather lined..... \$3.00 to \$ 8.00

Clocks.

For the Home and the Office.

If you need a clock for the parlor, library, chamber, dining room, or elsewhere, we can show you a large variety in plain and fancy woods, porcelain, bronze, onyx and marble, in act almost everything in the clock line.

We only sell clocks of reliable quality. We will not handle inferior goods merely to quote low prices. Our clocks bear our name on the dial and are warranted.

Fine Eight-day Porcelain Clocks, two excellent designs, choice, each.....	\$8.25
Other choice lines of Porcelain Clocks.....	\$8.00 to \$100.00
Hall Clocks, in either oak or mahogany case, finely finished, runs eight days, strikes hours and half hours on Cathedral Gong, has gilt dial with silver hour ring, raised gilt hour figures, second hand and Moon's phases, height 8 feet; price.....	\$125.00
Other Hall Clocks.....	\$35.00 to \$750.00

PEARL HANDLE TABLE KNIVES.

OUR SPECIAL TABLE KNIVES with selected pearl handles. Plain steel blades, solid silver ferrules, per set of 6 (8 1/4 inch long), \$5.00. Dessert, Fruit, Orange knives and Carvers to match at proportionately low prices. The name of "Mermod & Jaccard Co." on each blade is a positive guarantee of their quality.

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SHEFFIELD PLATE.

WE HAVE JUST RECEIVED direct from England a large collection of WAITERS and TRAYS of all shapes and sizes, which are now sought for so extensively in our most refined homes. To introduce them in our city we have placed especially low prices on them and invite lovers of elegant wares for table use to come and see them.